

**ANNUAL  
REPORT**



**2022**



“We could not be more grateful to those who have supported us on our journey.”

**Kristine Quinby**  
Founder, President & CEO

**2022** was a year of transition at Potential.

With our expansion to two campuses, our satellite location in Warminster is now almost at full capacity. In Warminster, we serve children under six years of age Monday through Friday. This is an underserved area for autism treatment and we are proud to meet the needs of the community.

We are treating more young people with autism than ever before; however, the excitement of growth also came with growing pains. Our expansion occurred during the COVID-19 pandemic where we increased the capacity of our programs to 85 children and 11 adults. Our facilities never closed and our

dedicated staff felt the strain of serving our autistic clients and caring for their own families.

2022 was a transition from a months-long decline in teacher retention to finally hiring and training new staff. With the support of our donors and partners such as Foundations Community Partnership, we created new staff training and retention programs and are now above pre-pandemic staff levels.

We could not be more grateful to those who have supported us on our journey.

To our staff, our families, our partners and our community, thank you for your partnership and resiliency. I am excited for our future.

*Kristine Quinby*

## Giving Comes in all Forms

### POPs Parents of Potential Team

It all started with an email. Five mothers responded, and the Parents of Potential (POPs) team was born in the fall of 2022.

The POPs, whose children range in age from early elementary school to teenagers, saw the need to further support the staff at Potential. They recognized that the teachers worked so hard in creating specialized individual programming for each child that it was challenging for them to also do the fun extras for students. POPs stepped in to fill the void.

In October, POPs organized a trunk-or-treat for Halloween where parents decorated the trunks of their cars and gave out candy. Then, it was Friendsgiving and families came together to share a meal. For the Christmas party, three parents dressed as Santa’s elves and gave out presents they had wrapped to all the students.

Nichol Lang has a son at Springtime and is a founding member of POPs. “The teachers and RBTs work so hard that it is difficult [for them] to decorate and do extra things,” she notes. Lang believes that the work of POPs is a team effort where the parents appreciate the teachers and that feeling is returned.

“The effort is worth it when you see the joy on the faces of the kids and staff. What we do allows the staff to focus on the students,” Lang says. She notes that the parties and activities give the students

opportunities to be kids, have fun and practice social experiences in a safe environment.

Lang shared that her autistic son has trouble expressing himself. “I cannot ask him how his day is. He cannot communicate what is going on,” she says. She is grateful for the levels of support, transparency and communication she receives from the staff regarding her son. Lang recalls a time when her son would get upset and agitated when it was time for school. At Potential, he is happy to come to school. “I don’t worry if he is being treated well or if he is happy. I just know that he is.”

“I get so much out of this as a mother,” Lang says. “I’m working with other moms who are in the trenches just like me. It is a powerful relationship to have these incredible people alongside me.” It is through the spirit of gratitude and giving that POPs creates opportunities to spread joy.

POPs holds monthly meetings and encourages all families to get involved.

The parents recognize the diversity within Potential and want all families to feel included, welcomed and part of the community. All materials and announcements are translated into Spanish for Spanish-speaking families.

Giving truly comes in so many forms. The sense of community that is being fostered among parents and the staff at Potential and Springtime School through POPs and their work is far-reaching.



Pictured from left to right: Stacy, Nichol, and Rosanna

## Hours of Provided Services

2020 ●●●●●  
**47,100 HOURS**

2021 ●●●●●  
**51,143 HOURS**

2022 ●●●●●●●●●●  
**64,761 HOURS**

**IN 2022**  
**EXPANDED TO TWO FACILITIES**

Treating individuals from Bucks, Montgomery, and Philadelphia counties.



Pictured from left to right: Lisa, Rosanna, Sylvia, and Nichol

*The effort is worth it when you see the joy on the faces of the kids and staff.*

## A BIG THANK YOU TO ...

Katherine Acker  
Act II Playhouse  
William Adams  
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Carol Ann Aicher  
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Michael Capriotti  
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Lauren Goodwin  
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# OUR DONORS

2022

# A Longtime Partner

## FCP Foundations Community Partnership

In 2012 when Potential was ready to build its board of directors so it could have the proper governance and leadership oversight, the organization turned to Foundations Community Partnership (FCP) for funding. This was early in FCP's history as a grant-making institution, and they provided a modest grant that enabled Potential to get the necessary training for its board.

Foundations Community Partnership is a nonprofit, private grant-making foundation established to support the behavioral health and human service needs of children, young adults and families in Bucks County, Pa.

Over the years, both Potential and FCP have grown, and so has their partnership. According to the Candid website, Potential is the fifth-largest recipient of grants from FCP since Candid began tracking in 2018.

Tobias Bruhn, executive director of Foundations Community Partnership, says, "We value the long-term ongoing relationship that has been there for over 10 years." He notes that Potential is an organization where you can see that the leadership

is actively trying to grow to the next level. "That is fun for us because we want to be a part of that journey," he says.

The growing wait list for services is an ongoing crisis for more and more nonprofit organizations that has only increased since the COVID-19 pandemic. Thanks to partnerships with foundations like FCP and individual donors, Potential has opened a second facility in Warminster to reach more families with autism and has expanded services into Philadelphia, including the Huntingdon Mills area.

Continuing to develop new and long-standing partnerships with donors is a top priority as Potential looks to open more facilities and serve more families in need.

*"Over the years, both Potential and FCP have grown, and so has their partnership."*

## Vision for 2023



Tirelessly commit to reducing the current wait list of over 260 persons seeking autism treatment by raising the funds needed to train and retain additional staff who can serve the community.



Provide substantial training for current and incoming staff that follows the most current evidence-based research, with the goal of providing the best service possible.



Commit to being the nonprofit organization that donors choose to support through greater transparency and greater communication with partners.

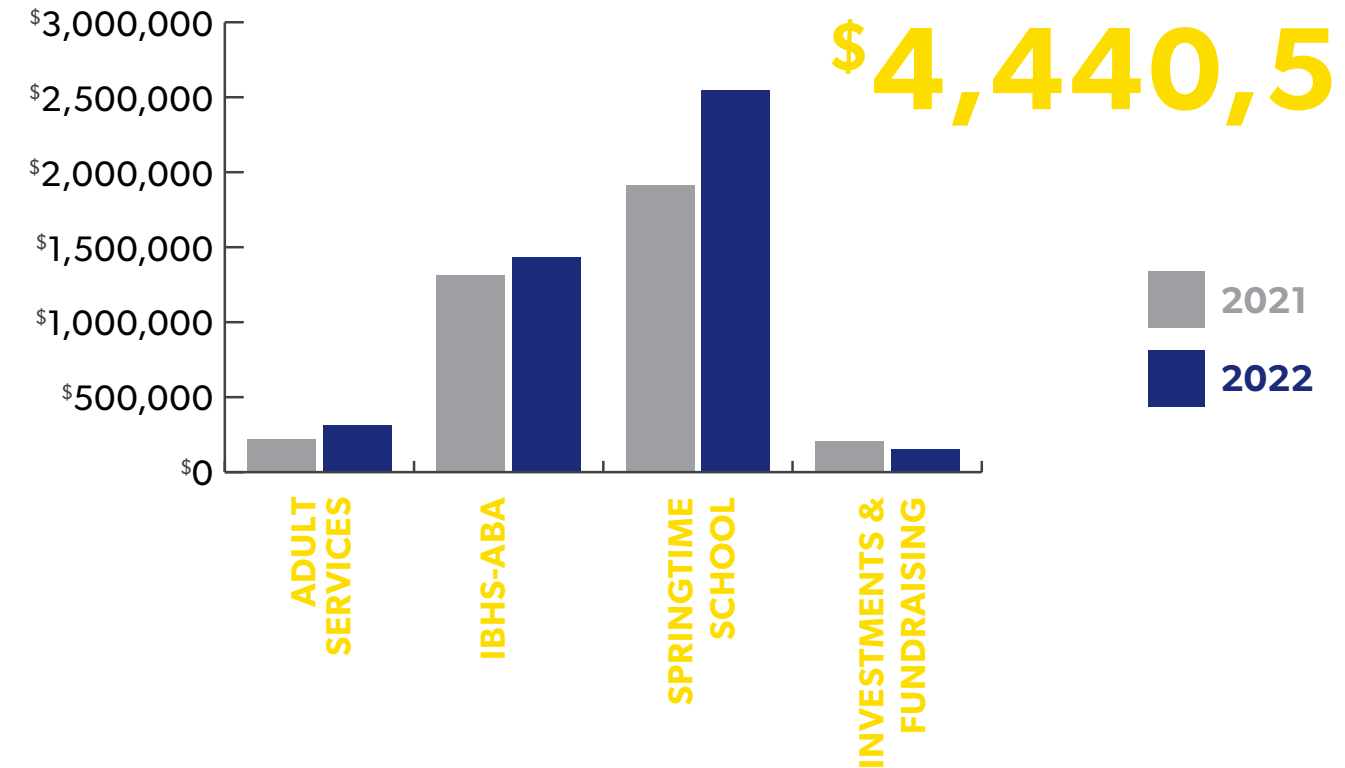


Continue to support our staff with competitive salaries and benefits and strive to maintain our status as the most supportive workplace environment for professional and personal growth.

\*Our vision is part of our three-year strategic plan.

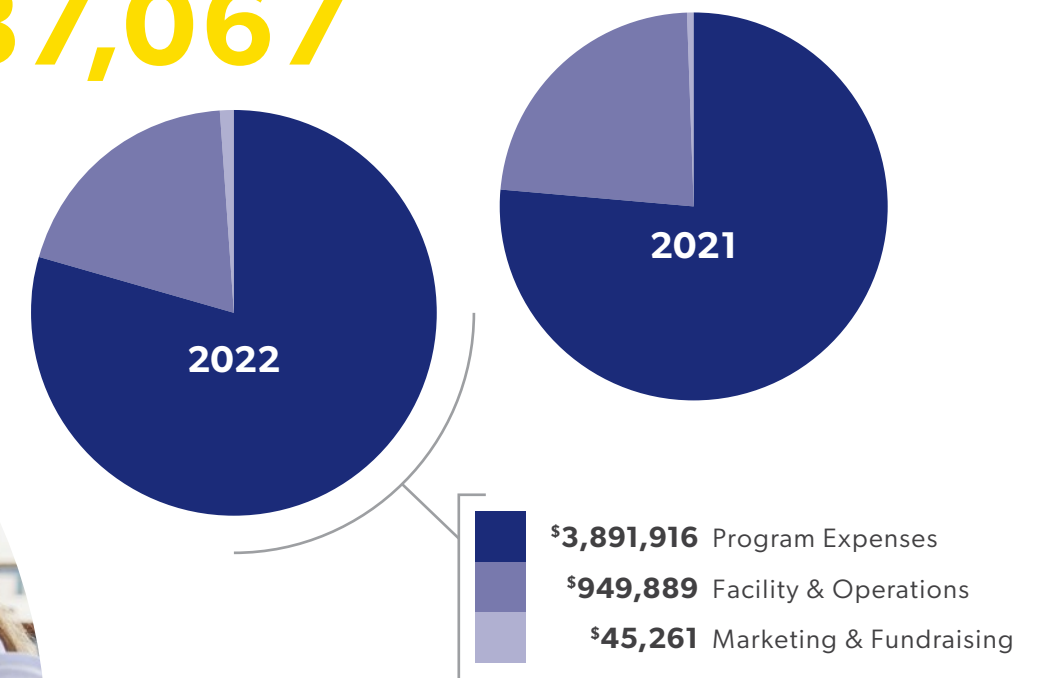
## 2022 REVENUE

**\$4,440,589**



## 2022 OPERATING EXPENSES

**\$4,887,067**





**Potential, Inc.**  
170 Pheasant Run, #100  
Newtown, PA 18940

**[potentialinc.org](http://potentialinc.org)**



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